

## Classics



Among cigarettes, Benson & Hedges is truly a classic. The distinctive crush-proof packet is designed to be carried with quiet pride. Slip off the imprinted outer wrap and this packet then becomes your personal case.

The Benson & Hedges filter system is unique. Recessed into the mouthpiece, the filter itself never touches your lips, never intrudes upon Benson & Hedges' rich flavor. Flavor that comes only from the patient curing, aging, and blending of superb tobaccos. Look into this classic, and find out why we say:

**With Benson & Hedges you pay more...you get more**

**B&B**

New York Times  
New York Herald Tribune

February 17, 1962  
February 10, 1962

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